

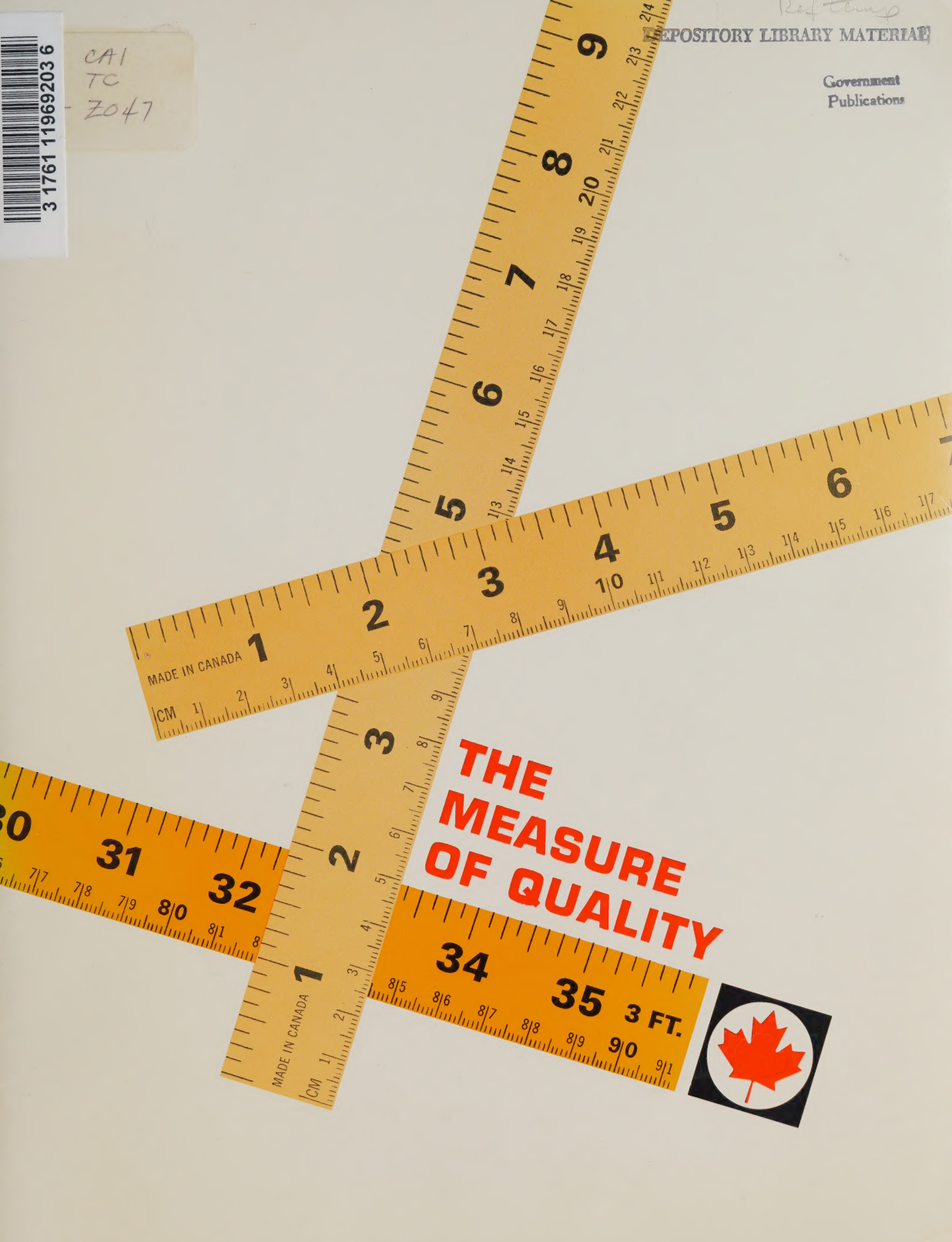


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# CANADA

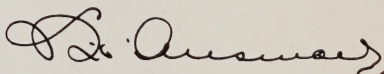
AT THE INTERNATIONAL HARDWARE TRADES FAIR  
Stand D-6, Third Floor ■ Olympia, London ■ April 25 to 29, 1966

We take pleasure in welcoming you to the Canadian Exhibit at the 1966 International Hardware Trades Fair at Olympia, London, from April 25 to 29.

This booklet lists the Canadian exhibitors and describes the wide range of products they are offering in Britain. The Canadian Exhibit also includes, for the second time, a model of a self-service hardware shop that is typical of the trend in merchandising techniques now popular in Canada.

Representatives of the exhibiting companies and the Canadian Department of Trade and Commerce will be pleased to answer inquiries at the Fair.

In addition, information on the many quality products and services available from Canada can be obtained at any time from this office, or from any of the other Canadian Government Trade Representatives listed elsewhere in this booklet.



L. H. Ausman  
Minister (Commercial)  
Office of the High  
Commissioner for Canada  
1 Grosvenor Square  
London, W.1  
Tel: MAYfair 9492

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## ...A VERY FULL MEASURE INDEED

Canadian hardware products are among the finest available in the world. They are thoughtfully designed, carefully engineered and priced to provide a full measure of quality to buyers in every market.

Canadian hardware virtually sells itself. The trend in Canadian hardware stores is towards self-service—products are systematically displayed in all their variety, and the buyer can browse through the store examining the merchandise at leisure. Attractively presented products are their own salesmen and the customer enjoys the convenience of making his selection without sales pressure and without waiting for sales clerks. Impulse buying is increased too, when interesting displays catch the eye of the customer.

Golden opportunities for improved sales await the enterprising hardware dealer who adapts self-service principles to hardware merchandising. Surveys in Canada show that merchants have increased sales with no corresponding increase in overhead costs. A large shop can be efficiently operated by a small staff—cashiers to package and check out customers' purchases, and a few knowledgeable clerks to assist customers when required and to keep displays fully stocked at all times.

The more than 500 hardware manufacturers in Canada play a leading role in supplying products of advanced design to the Canadian construction industry. Since the end of World War II, more than 2,000,000 houses have been built in Canada, and in 1964 there were approximately 136,000 housing starts. All of these housing units—as well as the many offices, factories and public buildings of all kinds that are being erected across the country—require a wide variety of hardware products. The Canadian hardware industry has modernized and expanded to keep pace with the building boom, and new types of hardware have been developed to complement new construction techniques.

The nine Canadian companies exhibiting in the 1966 International Hardware Trades Fair are representative of the progressive Canadian hardware industry. This booklet contains descriptions of these companies and their products. On pages 14 and 15 there is a description of a special feature of the Canadian Exhibit—a model of a typical Canadian self-service hardware shop, stocked with many outstanding products from some 40 Canadian manufacturers.



## LOCKS, KEY BLANKS

**DOMINION LOCK COMPANY LIMITED**  
7301 Decarie Boulevard  
Montreal 9, Quebec, Canada

Dominion Lock Company Limited, established more than 30 years ago, is a completely Canadian company, employing some 175 people in its modern Montreal plant. Although active in the domestic market, the company is now exporting a substantial and increasing proportion of its products to more than 50 countries around the world. In many cases, the company's engineering department is developing new products to meet particular specifications and conditions in these overseas markets.

Products manufactured by Dominion Lock include more than 4,000 items, and continual expansion and product development is undertaken by the company.

The DL selection of key blanks, key-cutting machines and locksmiths' supplies is one of the most complete lines in the world. Shelf hardware items now include finishing hardware for residences, night latches, padlocks and jimmy-proof locks, cam locks, mail boxes and other allied items.

Among its builders' hardware products, Dominion Lock manufactures inexpensive tubular woodscrew locksets and self-aligning tubular sets with screwless knobs and roses, and advanced cylindrical locksets for apartments, offices, hotels, storerooms, service stations and other institutions with special security requirements.

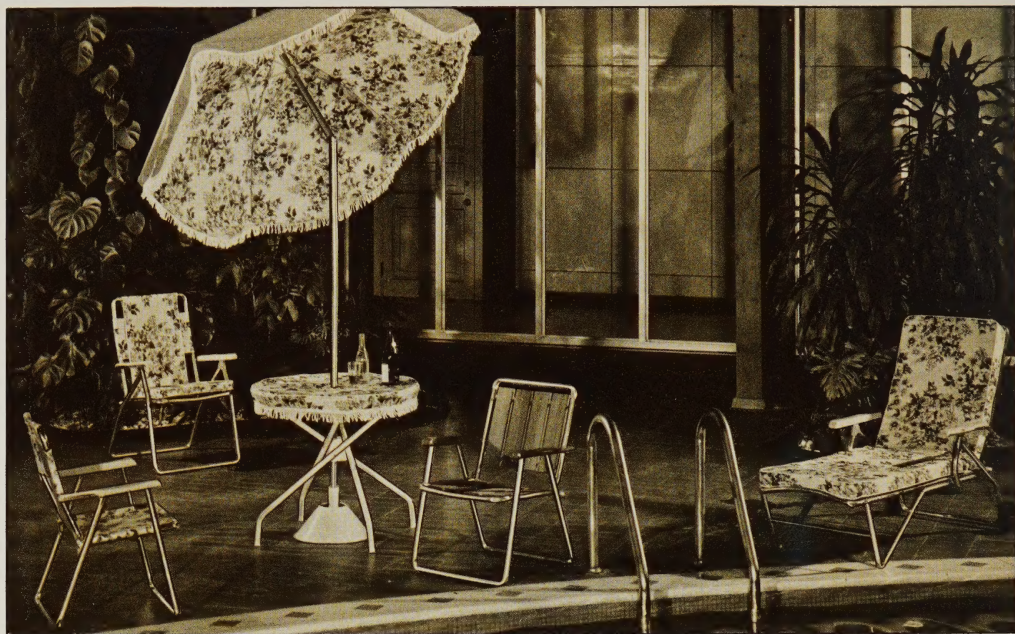
Special-purpose locks for the use of manufacturers of metal equipment—furniture, vending machines and other devices—has recently been added to the DL line. Dominion Lock is the only Canadian company manufacturing such equipment on a large scale.

All DL products are made to meet extremes of climate, and engineering improvements and product changes are constantly being made to supply customers with the finest in locks and security devices.

**Represented by: Keden Products Limited**  
99-100 Turnmill Street  
London, E.C.1, England



*This eye-catching merchandiser effectively displays a wide range of the locksets manufactured by Dominion Lock Company Limited.*



*Aluminium patio and lawn furniture from Barrie Corporation is produced in a wide range of designs to provide comfort and durability for leisure living.*

## ALUMINIUM FURNITURE, SHOVELS

**BARRIE CORPORATION**  
**450 Montée de Liesse**  
**Montreal 9, Quebec, Canada**

The Barrie Corporation, established almost 25 years ago, manufactures a wide range of metal and plastic products in its modern Montreal plant. Aluminium chairs, patio tables, umbrellas and accessories, as well as aluminium shovels, builders' hardware, garden hose and plastic housewares are among the company's products. The diversified and integrated operations permit volume production of more than 4,000 aluminium chairs a day, as well as many other products.

Barrie's aluminium patio furniture is created in a variety of decorator styles and is designed for comfort and durability. Aluminium chairs—both straight and rocker types—and chaises lounges are available with sturdy plastic webbing and five-strap plastic tubing, in a selection of cheerful summer colours to complement any setting.

Gay floral chintz in rugged nylon and vinyl fabric is used on another line of chairs. Matching lounges have thick foam mattresses, with both frame and mattress folding for easy storage. Lounges are adjustable from upright to reclining positions, and have hidden controls for five positions. The same bright

floral fabric is used in lawn umbrellas and patio table covers, offering an elegant ensemble for outdoor leisure and entertaining.

The warmth of select California Redwood is combined with glossy aluminium tubing in straight chairs and rockers with solid construction and compact folding design.

Quality shovels manufactured by the Telstar Division of Barrie Corporation are engineered and designed for easy no-maintenance use. High-gloss aluminium blades are made with special temper alloys chosen for durability. Shanks and grips are made of select northern hardwood. All-purpose shovels, car shovels and pusher-type shovels with 18, 24 and 30-inch blades have balanced design, sure-grip handles and are made of the lightest materials.





*The Lint Pic-Up made by Helmac-Roth Limited is an indispensable aid to grooming. The adhesive roller picks up fluff, ash, pet hairs and other particles from clothing and furniture.*

## FLUFF ROLLERS, FABRIC COMBS

**HELMAC-ROTH LIMITED**  
**69 Doncaster Avenue**  
**Willowdale, Ontario, Canada**

Two of the products manufactured by Helmac-Roth Limited are considered indispensable in many Canadian homes—the Lint Pic-Up and the Fabri-Comb. Both of these convenient, useful products carry the *Good Housekeeping* Seal of Approval—a well-known guarantee of high quality and reliable performance.

The Lint Pic-Up quickly and easily removes fluff, ash, pet hairs and other foreign particles from clothes and upholstered furniture. The sturdy plastic roller handle of the Lint Pic-Up holds a roll of adhesive paper, perforated for easy disposal—when the outside of the paper roll is covered with particles, it can be torn off and a clean surface appears. Refill rolls may be purchased separately.

Lint Pic-Ups are sold on cards or in gift boxes containing rollers and refills. Attractive merchandiser racks displaying rollers and refills in personal and purse sizes are available from the company. A new economy professional size is now being produced.

The Helmac Fabri-Comb makes knitted and napped fabrics look like new. Strips of non-abrasive patented loops on both sides of a plastic holder comb

out balling, pilling and matting from sweaters, blankets or any napped surfaces. One combing surface is for use on fine fabrics and the other for use on coarse fabrics. Fabri-Combs are individually boxed or carded.

**Represented by: Inter-Market Distributors**  
**Limited**  
**49 Hay's Mews**  
**Berkeley Square**  
**London, W.1, England**



## PLASTIC HOUSEWARES

### TUCKER PLASTIC PRODUCTS LTD.

129 Adelaide Street West  
Suite 504  
Toronto 1, Ontario, Canada

A colourful array of plastic products for the home is manufactured by Tucker Plastic Products Ltd. in the company's modern factory at Coaticook, Quebec. Plastics of all kinds have proved themselves ideal materials for an extensive range of products and have many advantages over traditional materials.

Light weight, simple and functional design, easy care and gay, bright colours are some of the features of plastic housewares presented by Tucker Plastics.

Food storage units from Tucker Plastics, in rigid, break-resistant polystyrene, are crystal clear with see-through covers. Bases have pebbled surfaces and air vents designed to prevent mould and maintain freshness and flavour. Large and small refrigerator dishes, food crispers, meat keepers and butter dishes can be nested or stacked in any combination.

Drain boards and racks, ice-cube trays, bowls, decanters for fruit juices and other liquids, waste baskets, cutlery trays, dishpans and utility pails are among Tucker's products for the kitchen. Most of these items are made of polypropylene and are durable, rigid and boilable. All are available in a variety of colours.

Attractive Tucker Plastic beverage sets consist of two-quart beverage servers and 11-ounce thermo tumblers. Double wall insulation in servers and tumblers keeps beverages steaming hot or ice cold. These unbreakable sets have an intricate basket-weave design on outer walls. A special ring keeps inner and outer sections both air-tight and water-tight, and servers and tumblers may be washed in a dishwasher.

Laundry baskets and hampers, garbage and waste disposal containers and many other useful articles are also manufactured by this progressive company.

Represented by: Godfrey Howells  
"The Grange"  
Chapel Close  
Pontllanfraith  
Monmouthshire  
South Wales



*These light, unbreakable measured mixing bowls and sturdy laundry baskets are among the many fine products manufactured by Tucker Plastic Products Ltd.*



*Nicholson File Company of Canada Ltd. produces files and rasps in a wide range of sizes and designs to meet every filing need.*

## STEEL FILES, RASPS

### NICHOLSON FILE COMPANY OF CANADA LTD.

Port Hope, Ontario, Canada

Manufacturing in Canada since 1901, the Nicholson File Company of Canada Ltd. now has a modern 145,000-square-foot plant in Port Hope, employing more than 300 people.

The high quality of Nicholson products has made the company a leader, not only in the domestic market but also in the export field. Export sales in 1964 accounted for approximately 60 per cent of the total production. In Canada, Nicholson sells directly to industry as well as to wholesalers.

Nicholson products include saw files, machinists' files, special purpose files, precision files, curved tooth files, rotary files and burs, rasps, tools and specialties. All Nicholson files have patented file teeth, designed to cut faster and last longer.

The file is one of the oldest tools known to man—the first files were used in prehistoric times, when primitive men shaped out their stone hatchets by abrading them with a flat piece of granite or some harder stone. Modern files have been developed and adapted to suit every type of filing operation, and there is now a special file for virtually any job. More than 3,000 kinds, sizes and cuts of files are required to do an efficient job under all combinations of filing factors. Study of file steels, designs and performance are all involved in the task of producing a complete range of files.

Nicholson File Company of Canada is the largest file manufacturing facility in the British Commonwealth and among the finest in the world today, serving every segment of Canadian and Commonwealth industry.

**Represented by: Douglas D. Wilson**  
1 Woodfields, Chipstead  
Sevenoaks, Kent, England





*This rugged well-balanced hacksaw frame, a product of the Disston Division of H. K. Porter Company (Canada) Ltd., is the only one of its kind manufactured in Canada. The chrome-plated frame is adjustable to take 10-inch or 12-inch blades, locked into any of four positions.*

## **HANDSAWS, HACKSAWS, CIRCULAR SAWS, TROWELS**

### **DISSTON DIVISION**

**H. K. Porter Company (Canada) Ltd.  
Acton, Ontario, Canada**

The Disston Division of H. K. Porter Company (Canada) Ltd. has been producing a wide variety of fine saws and other steel products for more than 50 years. The Disston name is known in domestic and overseas markets as a guarantee of quality and reliability.

Among the Disston products are handsaws, hacksaws, circular saws and trowels. Disston presents these products in merchandising display racks especially designed to show off the tools to best advantage. A tool centre merchandiser, for example, has space for a backsaw, a dovetail saw, a keyhole saw, a compass saw and six different models of handsaws.

Disston handsaw blades are made from a secret formula saw steel that allows them to hold their edge longer after sharpening. A special blade finish prevents rusting and marking.

Tubular and flat-frame hacksaws have chrome-plated frames that adjust to take 10-inch or 12-inch blades that lock into any of four positions. Die-cast, lightweight handles have baked-on chip-resistant finish.

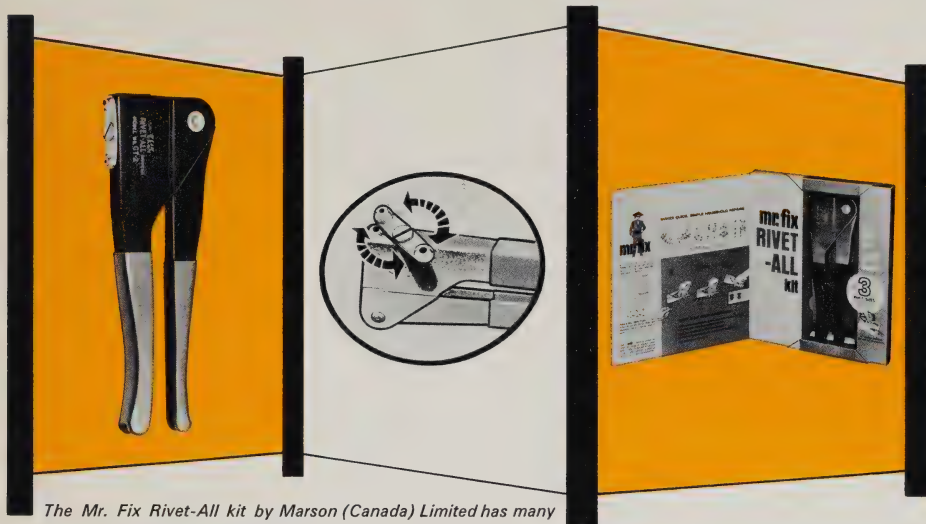
Circular saw blades by Disston are manufactured

to fit any standard arbor for radial, bench or portable saw machines. A wide variety of tooth patterns allows better, faster cutting in various woods and special speeds for ripping or cross-cutting wood, plywood, composition board, plastic, cork or metal. Blades are ground, tempered and polished for long use between sharpenings.

Disston trowels are manufactured for a variety of purposes—plastering trowels, finishing trowels, cementers' trowels, brick trowels and pointing trowels are included in the range.

**Represented by: G. M. A. Simmons  
34 Norfolk Street  
London, W.C.2, England**





*The Mr. Fix Rivet-All kit by Marson (Canada) Limited has many uses in the home. It will set rivets in  $\frac{1}{8}$ ,  $\frac{1}{4}$  and  $\frac{3}{8}$ -inch sizes.*

## RIVETS, WALL FASTENERS, HOME REPAIR PRODUCTS

**MARSON (CANADA) LIMITED**  
**29 Shaft Road**  
**Rexdale, Ontario, Canada**

Marson (Canada) Limited, manufacturing a complete range of home repair products and hardware, is the centre of a world-wide export operation. Marson products are sold in Australia, New Zealand, South Africa, India, Thailand and Malaysia, as well as in Britain and many European countries.

Marson caters to the industrial and automotive field with rivets, riveting guns and chemicals. Under the Mr. Fix trade name, Marson produces a complete line of quality products for home repair—the technology acquired in other lines has been adapted to consumer products, packaged for over-the-counter sales.

Among the Mr. Fix products is the Rivet-All, a versatile tool that has many uses in the home. It will set rivets in all three of the sizes included in the Mr. Fix line—with diameters of  $\frac{1}{8}$ ,  $\frac{1}{4}$  and  $\frac{3}{8}$  inches. A Rivet-All kit in a promotional gift box includes complete directions for use.

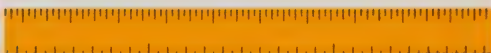
Mr. Fix Nycam wall fasteners have an exclusive patented design—a thin lip for flush mounting, gripping fins which eliminate the need for wrenches when installing, 18 gripping teeth which adapt to any wall

thickness, and reinforced legs to give added strength. Nycam wall anchors may be used in any type of wall—from  $\frac{1}{8}$ -inch hollow doors to solid brick or concrete walls.

Marson's Mr. Fix products include plastic aluminium, plastic rubber in putty form, clear epoxy glue, plastic steel putty, window and windshield sealer, silent lube, silicone spray, finishing putty, household cement, traction belt dressing and contact cement.

Automotive products include fibreglass repair kits, spray undercoating, auto-rot repair kits and many other items for car maintenance and repairs.

**Represented by: W. Townley**  
**Riveting Systems Ltd.**  
**Harehill, Todmorden**  
**Lancashire, England**



## SOLDERING IRONS

**ELDON INDUSTRIES OF CANADA  
LIMITED**

**1315 Lawrence Avenue East  
Don Mills, Ontario, Canada**

Eldon Industries of Canada Limited manufactures industrial and hobby soldering tools in a 70,000-square-foot plant in suburban Toronto. Eldon soldering irons are marketed in North America and in many European countries—the hobby tools through hardware, department and automotive stores and the industrial tools through radio and electronics outlets and directly to the radio, television and electronics manufacturing industries.

The Ungar Imperial soldering irons are designed and built to meet the demand for small, lightweight tools that can be operated with a high degree of efficiency on electronics production lines.

The interchangeable components—handles, cord sets, heat cartridges and thread-on tips—can be selected and combined into a custom-made iron, perfectly adapted to perform any soldering task. The precisely balanced iron is suited to the most delicate operations involving micro-miniature components and sub-assemblies.

Perma-cool handles, in turquoise or beige, remain cool even in all-day use. Cord sets, which can be interchanged without the use of tools or adapters, are available in standard two-wire or grounded three-wire styles.

Heat cartridges, with 25, 30 or 40-watt power, are made of stainless steel, with threaded ends designed and engineered to provide maximum heat transfer to the tip. Cartridges are colour-keyed for easy visual identification.

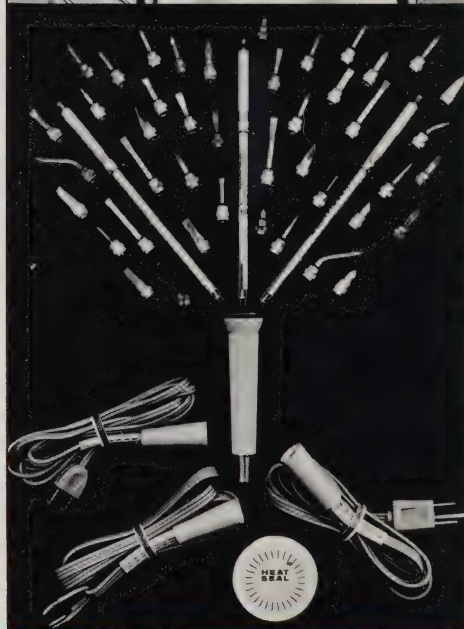
Mini-Tip soldering tips are available in more than 20 styles, in a wide variety of shapes and sizes, and in plain tellurium copper or iron-clad copper with 24K gold plating. There is a tip exactly suited to any job.

A new 15-watt heat cartridge, for the critical world of miniaturization, has smaller diameter, shorter length and is designed for use with special sub-miniature thread-on tips.

**Represented by: Lugton Company, Ltd.  
209-212 Tottenham Court  
Road  
London, W.1, England**

**Hardware Wholesale Ltd.  
42 Cross Avenue  
Dun Laoghaire, Eire**

**Megex  
105 Quai Branly  
Paris 15, France**



*The Imperial soldering iron from Eldon Industries of Canada Limited has interchangeable components—handles, cord sets, heat cartridges and soldering tips. A custom-made soldering iron can be assembled to suit any purpose.*

## DROP-FORGED TOOLS

### ETF TOOLS LIMITED

Box 128

St. Catharines, Ontario, Canada

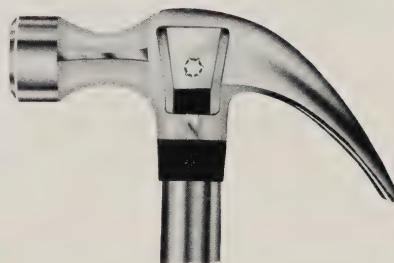
ETF Tools Limited manufactures a complete line of quality hand tools, garden and pruning shears and custom forgings. The company's unbreakable tubular nail hammer features a patented triple-locked joint, non-skid face, power-grip claws and tubular steel shaft. The handle has a black Buna-N suede-finish grip and a heavy-duty bevelled butt for tamping.

The triple-lock feature of this guaranteed hammer consists of a hardened screw pin that cannot be removed, a taper-wedged internal plug and a tapered lock neck. Combined, these features make the hammer three times safer than most other hammers. The triple-locked joint carries British, Canadian and U.S. patents and others are applied for.

ETF shears include lawn, edging, grass, lopping and pruning shears. Two of the most popular ETF models are the 7AL (horizontal cut) and 7AE (vertical cut), both with 35-inch shafts. These shears have aluminium alloy shafts with offset vinyl cushion grips. The forged and tempered steel blades are precision ground and brightly polished. The lightness and durability of these professional tools are unsurpassed.

ETF's modern production facilities have recently been substantially enlarged to meet the growing demand in both domestic and export markets. More than 750 fully guaranteed hand tools are manufactured and distributed throughout the world.

Represented by: **E. P. Barrus Ltd.**  
12-16 Brunel Road  
Acton  
London, W.3, England

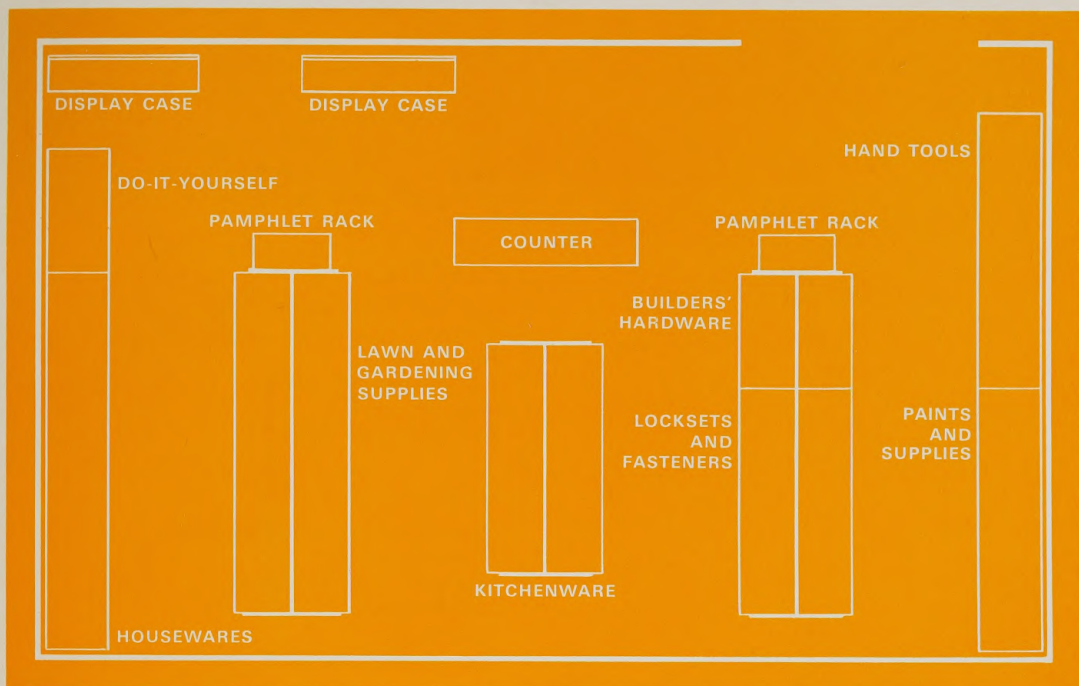


*Lightness and durability are combined in shears manufactured by ETF Tools Limited. Other ETF products include an unbreakable tubular nail hammer and a complete line of cutting pliers and tinman's snips.*



**Products from these Canadian manufacturers are on display at the model self-service hardware store in the Canadian Exhibit.**

**ALMET FINDINGS LIMITED** (locksets, builders' hardware, bathroom accessories)  
**ANDROCK LIMITED** (outdoor cooking accessories)  
**BARRIE CORPORATION** (aluminium lawn furniture, garden hose, builders' hardware, shovels)  
**BOYD-CRANE MFG. LIMITED** (weather stripping, ironing-board covers)  
**CAL-DAK CANADA LIMITED** (T.V. tables, trolleys, utility carts)  
**CANADIAN PITTSBURGH INDUSTRIES LIMITED** (paints, mirrors)  
**CAPITAL INDUSTRIES LIMITED** (furniture hardware)  
**THE CHAMPION SAW COMPANY LIMITED** (saws, saw blades)  
**DIWALT INDUSTRIES** (barbecues)  
**W. E. DIXON MFG. LIMITED** (roller coaters, paint brushes)  
**DOMINION LOCK CO. LTD.** (locksets, builders' hardware)  
**DOMINION STEEL & COAL CORP. LIMITED** (bolts, nails, screws, etc.)  
**EDDY INDUSTRIAL PRODUCTS, Division of Eddy Match Company** (garden hose, aluminium hinges)  
**ELECTRONICS DIVISION, Eldon Industries of Canada Limited** (electric soldering irons)  
**ETF TOOLS LIMITED** (garden tools, hand tools)  
**EVANS RULE CO. LTD.** (steel measuring tapes)  
**GRAY TOOL COMPANY OF CANADA LIMITED** (hand tools)  
**HAHN BRASS LIMITED** (builders' and cabinet hardware)  
**HELMAC-ROTH LTD.** (fluff rollers)  
**IDEAL BUILDERS HARDWARE CORPORATION** (latches, chains, sash adjusters)  
**KLASSEN-BRONZE LIMITED** (signs, letters)  
**LAING INDUSTRIES LIMITED** (locksets)  
**MALLORY HARDWARE PRODUCTS** (window cleaners, sponge mops)  
**MANHATTAN PRODUCTS INC.** (bathroom accessories)  
**MARSON (CANADA) LIMITED** (rivet guns, rivets, do-it-yourself repair kits)  
**METALWORKS LIMITED** (packaged hardware)  
**MODERN PLASTICS CO. LIMITED** (plastic housewares)  
**NATIONAL HARDWARE SPECIALTIES LIMITED** (builders' hardware, cabinet hardware, bathroom accessories)  
**NEWELL MFG. CO. LIMITED** (drapery hardware)  
**NICHOLSON FILE COMPANY OF CANADA LTD.** (files)  
**ONWARD MFG. COMPANY LIMITED** (cabinet hardware)  
**H. PAULIN & CO. LIMITED** (met-a-pak)  
**DISSTON DIVISION, H. K. Porter Co. (Canada) Ltd.** (saws, saw blades, trowels)  
**RUBBERSET CO. (CANADA) LIMITED** (paint brushes)  
**THE STEEL COMPANY OF CANADA LIMITED** (nails, screws, etc.)  
**STERLING INDUSTRIES** (lawn and garden supplies)  
**TRIDON MANUFACTURING LIMITED** (hose clamps)  
**TUCKER PLASTIC PRODUCTS LTD.** (plastic housewares)  
**WEISER LOCK COMPANY OF CANADA LIMITED** (locksets)  
**WILL-TOOLS LIMITED** (plastic handle screw drivers)



## Your Plan for Profit—

A model self-service hardware store—displaying a wide range of products manufactured in Canada—attracted much attention at the 1965 International Hardware Trades Fair. Many visitors to the Canadian Exhibit found the concept of a self-service operation very appealing. Canadian Government and industry representatives at the Fair answered many questions about the operation of this type of retail outlet.

Because the model store was such a success in 1965, the Department of Trade and Commerce decided to repeat the display in 1966. Again, many Canadian manufacturers have sent their products to Britain, and a well-stocked model hardware store is a special feature of the Canadian Exhibit.

Canadian hardware dealers are enthusiastic about the advantages of self-service operation. Sales increases of as much as 60 per cent have been reported by dealers who have made the change.

At the same time, there has been no increase in operational costs. In fact, overhead is often reduced because a greater volume of business has resulted without the addition of extra staff.

A few basic principles of self-service marketing

are worth the consideration of dealers interested in this type of operation.

1. Set up a well-balanced arrangement of modern fixtures which offers maximum display. The arrangement should lead the customer past all goods and permit him to see, handle, note the price and decide to buy.
2. Divide merchandise into proper departments on wall and island fixtures. Prepare seasonal displays and attractive windows to encourage impulse buying. In some larger shops, carts are provided for customer convenience.
3. Locate a check-out counter with cash register near the front door. At peak periods the cashier should handle only the cash. No telephone should be located at the check-out counter and the cashier should not be interrupted, as this retards the flow of customers and money.
4. Have trained sales people available to help customers if they seek help.

In every case studied in Canada where shops have check-out counters, the percentage of salary expense was reduced due to an increased volume of business with no increase in staff.

# INFORMATION

Officials of the Canadian Department of Trade and Commerce and representatives of Canadian companies participating in the International Hardware Trades Fair will be pleased to answer inquiries at the Fair. In addition, further information may be obtained at any time from the following Canadian Government Trade Representatives in Britain.

## LONDON

**Minister (Commercial)  
Office of the High Commissioner  
for Canada  
1 Grosvenor Square  
London, W.1  
Tel : MAYfair 9492**

## LIVERPOOL

**Canadian Government Trade  
Commissioner  
Martins Bank Building  
Water Street  
Liverpool  
Tel : MARitime 2177**

## GLASGOW

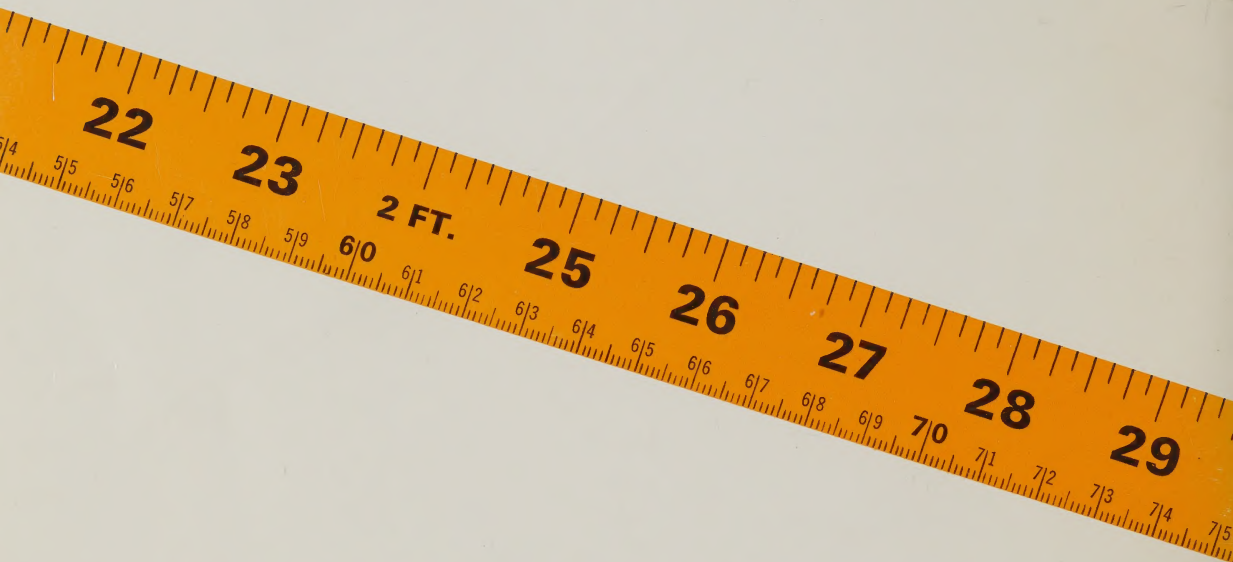
**Canadian Government Trade  
Commissioner  
Cornhill House  
144 West George Street  
Glasgow, C.2  
Tel : DOUglas 6751**

## BELFAST

**Canadian Government Trade  
Commissioner  
15-17 Chichester Street  
Belfast, 1  
Tel : 21867**







Produced by the Department of Trade and Commerce  
Ottawa, Canada

Printed in Canada on Canadian Paper  
by The Runge Press Limited  
under the authority of Roger Duhamel, F.R.S.C.  
Queen's Printer, Ottawa, Canada